



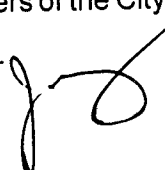
# MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # 273-2007

## LETTER TO COMMISSION

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CITY CLERK'S OFFICE

TO: Mayor Matti H. Bower and Members of the City Commission  
FROM: Jorge M. Gonzalez, City Manager   
DATE: December 7, 2007  
SUBJECT: MBTV 77 Wins Florida Government Communicators' Awards

MBTV 77, our government access TV station, has won four awards for excellence in government TV programming. The Florida Government Communicators Association (FGCA) announced the awards at its annual conference in Orlando on December 6, 2007. FGCA is Florida's association of communications professionals whose sole or major duty is to communicate information about municipal, county or state government.

MBTV won a "Crystal Award," FGCA's highest honor, in the "Video (Occasional)" category for "25/7." The video introduced Miami Beach's new slogan "25/7, So much to do you need the extra hour" during the 2007 Super Bowl. MBTV filmed and edited this high energy, fast pace music video that featured rising Latin music star Jencarlos singing original music written by and donated to the City by Rudy Perez. Perez writes and produces some of the biggest names in Latin music and lives in Miami Beach.

MBTV also won a "Second Place" Award in the "Video (Occasional)" category for "Plan & Prepare," a 30-minute video primer on how to protect life and property against losses from hurricanes. The video featured City of Miami Beach Emergency Management Coordinator Don Druitt and members of the National Hurricane Center's staff in Miami. "Plan & Prepare" ran on MBTV throughout the entire 2007 hurricane season.

"CityVision," our monthly 30-minute TV news magazine won a "Second Place Award" in the "Video (Series)" category. "CityVision" is written, filmed and hosted by MBTV staff specifically to illustrate the City's progress in meeting the goals of our Strategic Plan, and to provide information to our residents on current events, programs and services that affect them.

"Meet Me In The Parks" won a "Second Place Award" in the "Video (Public Service Announcement)" category. Parks & Recreation Department staff wrote and produced this Nickelodeon-style music video that featured boys and girls from our parks, and that was filmed throughout the City. This kids-talking-to-kids format promoted the City's parks as safeplaces to learn, exercise and have fun.

In October, 2007, MBTV won four awards from The National Association of Telecommunications Officers and Advisors (NATOA). Among the awards was a Third Place in the overall "Excellence in Government Programming" category. NATOA is a national association that represents the communications needs and interests of local governments.

If you would like a DVD copy of the winning MBTV programs, or any MBTV 77 program, please contact Jay Moore, MBTV 77, at extension 6940.